

Clarify Your Deepest Why

This is an extremely powerful and effective exercise used to discover your deepest motivation for wanting to create change for yourself and your life.

It is widely used among coaches, but I believe it may have originated in the blog post, "How to Consistently Act from Your Deepest "Why" and Optimize Your Time", by Benjamin Hardy, PhD (medium.com).

Essentially, by answering the following questions, the true reason for one's desired outcome is found. It takes them beyond the analytical mind, and into the heart. Once the deepest motivation is discovered, one is far more likely to take necessary action in the attainment of their goal.

First, read the instructions, then fill in your answers at the end.

Here is the question series:

1. What about (taking this course) is important to me?

Don't overthink it-write the first thing that comes to mind.

If your answer is "to have more confidence", then ask yourself the question:

2. What about "becoming confident" is important to me?

Your answer might be something like, "so I can get better promotions", or "so I can make more money," or "so I can feel better about myself".

Let's choose, for instance, "so I can make more money". You then put THAT into the previous question.

3. What about **“making more money”** is important to me? You might say: “so I can have the things I want”
4. What about **“having the things I want”** is important to me? You might say: “I will be happier and less stressed if I can have what I want.”
5. What about **“being happier and less stressed”** is important to me?

You will keep going, and likely need to go at least 7 levels. If you do not feel you have gotten to your truest motivation, then go deeper. Usually 7 is the sweet spot. Be REALLY honest with yourself.

Through this, if you answer honestly, what will surface are:

- Events in your life that have shaped who you are.
- Your truest values and beliefs.

Through this discovery, your pursuit will have far more meaning, because it is coming from a place deep inside you.

You want to get to the answer that MOVES you, that will inspire you. You will know it's the right answer because you will *feel* it. From that place, you will have more clarity and direction. You will connect better with others because what you are doing is coming from a place that is sacred and profound.

Remember, answer with complete honesty, the first thing that comes to mind for each question:

LEVEL 1- Why do you want to have more confidence?

Answer: _____

LEVEL 2- Why is it important to you to (the answer to your last question goes here) _____?

Answer: _____

LEVEL 3- Why is it important for you to (the answer to your last question goes here) _____?

Answer: _____

LEVEL 4- Why is it important for you to (the answer to your last question goes here) _____?

Answer: _____

LEVEL 5- Why is it important for you to (the answer to your last question goes here) _____?

Answer: _____

LEVEL 6- Why is it important for you to (the answer to your last question goes here) _____?

Answer: _____

LEVEL 7- Why is it important for you to (the answer to your last question goes here) _____?

Answer: _____

